+ Diploma in International Tourism & Travel Management

ITC ›

"I really enjoyed my time at ITC. The tutors were all really helpful and supportive. The tutors had a good way to make the technical stuff fun and really enjoyable. I would definitely recommend ITC to anyone who was interested in Travel and Tourism." **BEKAH THORNE**

COURSE OVERVIEW

+ This 2 year programme provides students with an outstanding suite of qualifications, several of which are well recognised internationally, directed towards a career within the exciting worlds of travel, tourism and associated business.
+ Designed for international students, the course sets graduates on a clear pathway into employment, business, or directly into further tertiary studies at university level.
+ International qualifications from IATA/UFTAA and the University of Cambridge are included providing students with clear international recognition of their studies.
+ The programme includes all the content from the ITC Certificate in Travel & Tourism, the ITC Certificate in International Travel, Tourism & IT, and the ITC Diploma in Tourism & Travel Management Level 5.

QUALIFICATIONS

+ ITC International Diploma in Tourism Management
+ National Certificate in Tourism & Travel Core Skills Level 3 (Issued by NZQA)
+ National Certificate in Travel Level 3 (Issued by NZQA)
+ National Certificate in Travel Level 4 (Issued by NZQA)
+ National Certificate in Computing Level 3 (Issued by NZQA)
+ National Diploma in Tourism Level 5 (Issued by NZQA)
+ University of Cambridge Career Awards in Travel and Tourism
+ Microsoft MOS Computing Certificates
+ IATA/UFTAA Consultant & Foundation Diplomas

COURSE CONTENTS

+ **Technical Industry Skills:** Domestic and international air travel, international fares and ticketing, domestic and international accommodation, passports, visas, customs requirements, foreign exchange, computer reservations systems, surface transport
+ **Customer Service Skills:** Communications skills, customer service strategies, teamskills and leadership, customer service induction policies, travel industry business skills
+ **Tourism Destinations:** World/IATA geography, destination New Zealand, Australia, UK and Europe, Thailand, South Africa, Canada and Brazil
+ **Sales and Marketing:** Telephone phone skills, direct selling skills, sales and product promotion, production of brochures, market segmentation and target markets, the marketing mix, market research
+ **Travel & Tourism Industry Services:** The tourism industry, wholesalers and suppliers, international cruising and boat chartering, overseas tours
+ **Business Law:** Travel and tourism legislation, contract and employment law, consumer legislation
+ **Management Skills:** Teambuilding, performance management, staff recruitment, work and group analysis, leadership

COMPUTING SUBJECTS

+ Computer studies
+ Word processing
+ Spreadsheets
+ Database
+ Desktop presentations
+ Internet and email
+ Networks and troubleshooting

CAREER SUBJECTS

+ Flight attending seminars
+ Extensive programme of tourism and industry field visits, guest speakers, and career expos
+ Personal/corporate presentation
+ Curriculum vitae preparation and interview profiling
+ Business start-up package